



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/11 thru 07/17.

(prices in dollars per carton)

Fri. Jul 11, 2014

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		35.9% of 22,900 stores				23.9% of 22,900 stores				37.0% of 23,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	50	1.50	1,060	1.73			360	1.27			2,160	1.17
	White 18 pack	40	2.79	300	2.33	150	2.63	200	3.40	10	2.25	310	2.23
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	3.29	1,960	1.17	10	0.99	1,320	1.61	140	1.46	2,310	1.13
SPECIALTY	White 18 pack			2,320	2.61			420	2.14			670	2.36
	Brown 12 pack											10	1.39
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			30	4.03	40	5.19	70	3.92	30	3.99	530	4.37
	OMEGA-3												
	White 12 pack	100	2.79	1,280	2.45	200	2.79	1,600	2.93	550	2.81	270	2.25
	Brown 12 pack			40	3.49			60	5.38			50	2.79
	CAGE-FREE												
	White 12 pack	60	3.49	2,080	2.59							230	2.93
Brown 12 pack	20	2.79	2,460	2.75			630	3.13			790	3.00	
SPECIALTY	VEGETARIAN FED												
	White 12 pack			40	2.49								
	Brown 12 pack	290	2.50	530	2.61	290	2.50	320	2.59	170	2.99	170	2.94

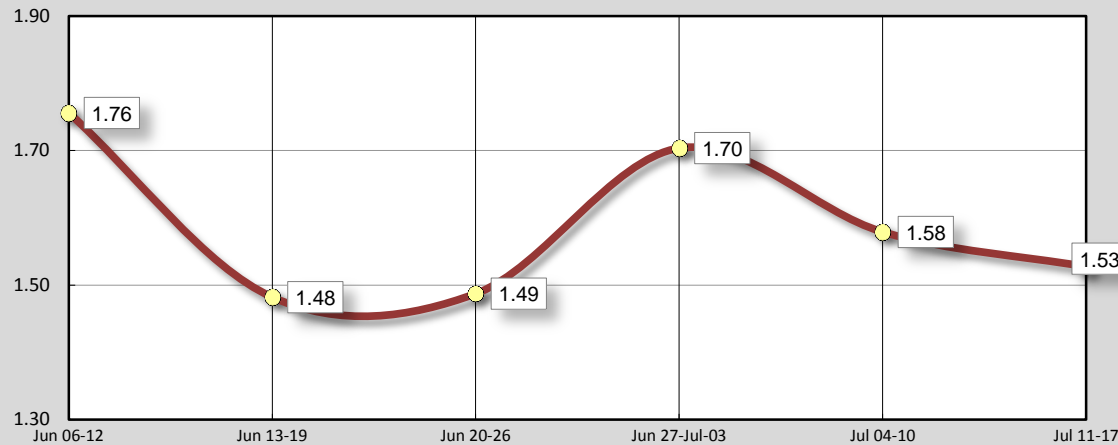
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,740	2,460	5,610	Large Eggs on
Specialty	6,930	3,210	2,790	Jul-07-2014
Total (includes MD)	12,960	5,700	8,870	409.4
Special Rate 4/:	1.6%	2.7%	3.4%	down 2.7%

5/ 1,000's of 30-doz cases

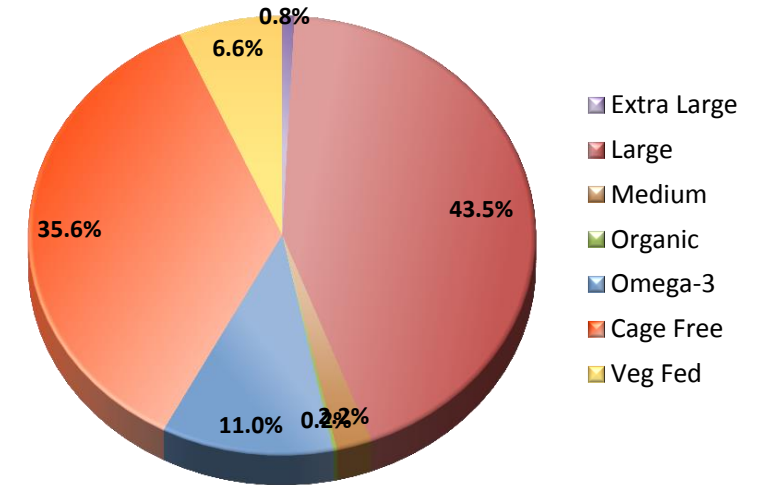
SHELL EGG and EGG PRODUCTS FEATURING

Supermarket featuring of regular shell eggs is sharply higher than a week ago. The average price of Grade A or better, Large white eggs to consumers continues trending lower. Many shopper will have to take advantage of the lower prices as the occurrence of no price specials are scarce. Ads for Extra Large and Medium eggs are more visible in circulars. Promotional activity for specialty shell eggs is also higher in number than last week. Cage-free type eggs are commanding the most ad space and are heavily featured in all areas. Omega-3 and vegetarian fed eggs are maintaining a steady pace, while USDA Organic are limited. Featuring of liquid egg products is higher than a week ago, but falls short of activity seen this time last year.

Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/:** ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/:** STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/:** SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)								
Feature Rate ^{1/} Activity Index ^{2/}		46.3% of 4,700 sampled outlets Activity Index = 3,620 (includes Medium)						28.3% of 5,900 sampled outlets Activity Index = 2,140 (includes Medium)						39.1% of 4,200 sampled outlets Activity Index = 2,570 (includes Medium)								
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE					
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/			
USDA GRADE AA	White 12 pack	1.50	50	1.50	1.80	60	1.80				2.39	50	2.39				1.25	10	1.25			
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM	White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.99 - 1.27	190	1.26				0.99 - 1.39	390	1.22				0.88 - 1.67	950	1.11			
	White 18 pack				1.99 - 2.50	410	2.47				2.50 - 2.99	1,030	2.74				2.50	340	2.50			
	Brown 12 pack																					
	MEDIUM	White 12 pack			1.00 - 1.28			230	1.07	White 12 pack			0.99			10	0.99	White 12 pack				
		White 30 pack						White 30 pack						White 30 pack								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack																	4.29			20	4.29
	OMEGA-3																					
	White 12 pack		2.99	80	2.99	1.99 - 2.99	940	2.58			1.99 - 2.33	70	2.17				0.99 - 2.79	30	1.77			
	Brown 12 pack					3.49	40	3.49														
	CAGE-FREE																					
	White 12 pack		3.49	60	3.49	2.50 - 2.79	300	2.70			2.50	190	2.50				2.49 - 3.00	550	2.51			
S P E C I A L T Y	Brown 12 pack		2.79	20	2.79	2.50 - 4.99	590	3.12			2.50	190	2.50				2.49 - 3.00	670	2.52			
	VEGETARIAN FED																					
	White 12 pack					2.49	40	2.49														
	Brown 12 pack		2.50	290	2.50	1.99 - 2.79	320	2.49			2.79	210	2.79									
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)								
Feature Rate ^{1/} Activity Index ^{2/}		36.9% of 4,200 sampled outlets Activity Index = 2,540 (includes Medium)						33.2% of 2,800 sampled outlets Activity Index = 1,360 (includes Medium)						25.2% of 1,200 sampled outlets Activity Index = 730 (includes Medium)								
USDA GRADE AA	White 12 pack				1.19 - 1.50	310	1.30				1.25 - 2.49	520	2.13				1.25 - 1.50	160	1.26			
	White 18 pack				2.50	100	2.50	2.79	40	2.79	1.99 - 2.50	80	2.34				1.99 - 2.25	70	2.01			
	Brown 12 pack																					
	MEDIUM	White 12 pack			1.00	50	1.00	White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.98 - 1.29	430	1.20	3.29	10	3.29	2.50	130	2.50				2.50	60	2.50			
	White 18 pack				1.66 - 2.99	350	2.54															
	Brown 12 pack							White 12 pack						White 12 pack								
		White 30 pack						White 30 pack						White 30 pack								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack																	3.50			10	3.50
	OMEGA-3																					
	White 12 pack		1.99	20	1.99	1.88 - 2.65	240	2.10														
	Brown 12 pack																					
	CAGE-FREE																					
	White 12 pack					2.00 - 3.00	540	2.50				2.50 - 2.99	290	2.92				2.50	210	2.50		
S P E C I A L T Y	Brown 12 pack					2.48 - 3.00	500	2.70				2.50 - 2.99	290	2.92				2.50 - 2.99	220	2.51		
	VEGETARIAN FED																					
	White 12 pack																					
	Brown 12 pack																					



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

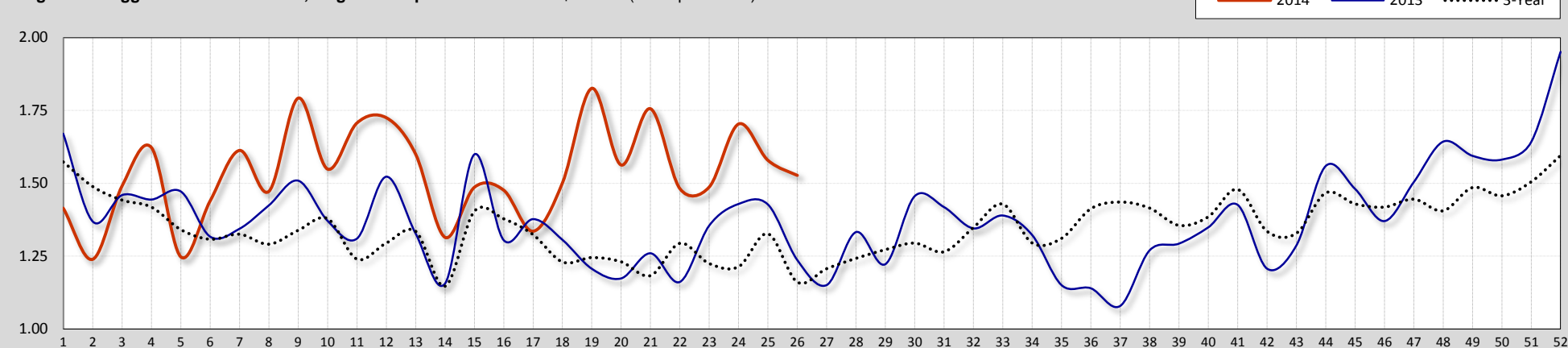
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(prices in dollars per carton)

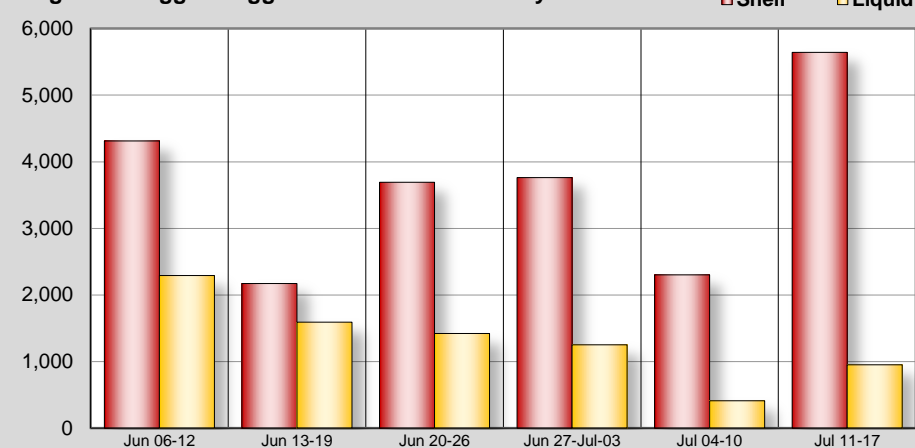
Fri. Jul 11, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.2%	1.3%	9.7%	7.3% of 4,700 sampled	3.6% of 5,900 sampled	1.1% of 4,200 sampled	3.1% of 4,200 sampled	0.2% of 2,800 sampled	0.7% of 1,200 sampled
2/ Activity Index	950	410	2,370	Activity Index = 400	Activity Index = 210	Activity Index = 190	Activity Index = 130	Activity Index = 10	Activity Index = 10
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	720 2.48	240 2.51	1,980 2.06	1.99 - 2.99 370 2.45	2.50 10 2.50	2.29 - 2.50 190 2.48	2.50 130 2.50	2.99 10 2.99	2.99 10 2.99
32 oz. crtn	230 4.16	170 4.75	380 3.95	5.99 30 5.99	3.88 200 3.88				
3 - 4 oz. cup			10 1.99						
2 - 8 oz. cup									

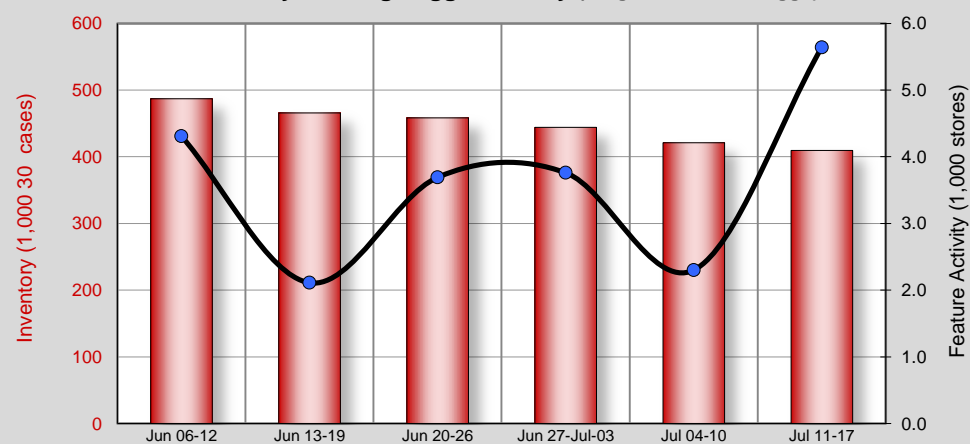
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (515) 284-4471

<http://www.ams.usda.gov/AMSV1.0/LPSMarketNewsPage>